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IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: Google-66 (GP-238-00-US)

Applicants: Sumit AGARWAL, et al.

Serial No.: 10/813,925

Filing Date: March 31, 2004

Title: DETERMINING AD TARGETING INFORMATION AND/OR AD CREATIVE
INFORMATION USING PAST SEARCH QUERIES

Examiner: Not yet assigned

Group Art Unit: 3622

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

S I R:

Information Disclosure Statement Transmittal

The applicants respectfully request that the references listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of each of these references, except for U.S. patents and patent application publications is enclosed. (See the notice, "Information Disclosure Statements May Be Filed Without Copies of U.S. Patents and Published Applications in Patent Applications Filed After June 30, 2003," Pre-OG Notices (July 11, 2003).)

The applicants reserve the right to establish that any of the references listed on the attached PTO/SB/08A are not prior art to the above-captioned application.

Since a first Office Action on the merits has not yet been received, the applicants assume that this Information Disclosure Statement should be considered under 37 C.F.R. §§ 1.97(b)(3).

Accordingly, it is believed that no fee is due.

If, however, an Office Action on the merits has been mailed before the filing date of this Information Disclosure Statement, this Information Disclosure statement should be considered under 37 C.F.R. § 1.97(c)(1) in the alternative. A statement under 37 C.F.R. § 1.97(e)(1) is provided.

Certification Under 37 C.F.R. § 1.97(e)(1):

I hereby certify that each item of information contained in the information disclosure statement submitted herewith was first cited in a communication from the U.S. PCT Receiving Office in a counterpart international application not more than three months prior to the filing of the information disclosure statement.

Statement Under 37 C.F.R. § 1.704(d)

Each item of information contained in the information disclosure statement was first cited in any communication from the U.S. PCT Receiving Office in a counterpart international application and that this communication was not received by any individual designated in § 1.56 (c) more than thirty days prior to the filing of the information disclosure statement.

No fee is believed due. However, in the event that a fee is due in order to have the Information Disclosure Statement submitted herewith considered, the Patent Office is authorized to charge the fee to the deposit account of Straub & Pokotylo, deposit account number 50-1049.

Respectfully submitted,

Dated: March 14, 2007

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CERTIFICATE OF MAILING under 37 C.F.R. 1.8(a)

I hereby certify that this correspondence is being deposited on **March 14, 2007** with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

John C. Pokotylo 36,242
John C. Pokotylo Reg. No.

MAR 19 2007

(modified PTO/SB/08A)

U.S. Department of Commerce
Patent and Trademark Office**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**
*(use as many sheets as necessary)*Application Number: 10/813,925
Filing Date: March 31, 2004
First Named Inventor: Sumit AGARWAL
Group Art Unit: 3622
Examiner Name: Not yet assigned

Sheet 1 of 1

Attorney Docket No.: Google-66 (GP-238-00-US)

U.S. PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	U.S. Patent Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines where relevant Passages or Figures appear
AA	6,421,675	07-16-2002	RYAN, et al.		
AB	6,282,567	08-28-2001	FINCH, II et al.		
AC	6,907,566	06-14-2005	MCELFRESH, et al.		
AD	7,007,014	02-28-2006	LIU, et al.		
AE	7,054,857	05-30-2006	CUNNINGHAM, et al.		
AF	7,007,008	02-28-2006	GOEL, et al.		

Examiner Initials*	Cite No. ¹	Foreign Patent Document Office ³ Number ⁴	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁵

OTHER REFERENCES - NON-PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume, issue number(s), publisher, country, where published, source	T ²
	AG	PCT/ISA/220, "Notification of Transmittal of the International Search Report and the Written Opinion of the International Searching Authority, or the Declaration" for PCT/US05/10840, mailed February 16, 2007 (1 pgs.)	
	AH	PCT/ISA/210, "International Search Report" for PCT/US05/10840, mailed February 16, 2007 (2 pgs.)	
	AI	PCT/ISA/237, "Written Opinion of the International Searching Authority" for PCT/US05/10840, mailed February 16, 2007 (3 pgs.)	

Examiner Signature	Date Considered
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹ Unique citation designation number. ² Applicant is to place a check mark here if English language translation is attached.